



Formula 2+2: The Simple Solution for Successful Coaching (The Ken Blanchard Series)

Douglas B Allen, Dwight W Allen

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Even the best managers often view employee coaching and feedback as necessary evils, tasks to be done with little enthusiasm and as rarely as possible. Formula 2 + 2 provides managers with a simple yet powerful approach to revolutionizing feedback conversations and making them a regular and even welcome part of their duties. Based on the assertion that feedback is most effective when motivated by a spirit of helpfulness and a sincere desire to help employees succeed, the book explains five concepts - timeliness, balance, focus, specificity, and follow-up - that transform correction into encouragement, build an atmosphere of trust, and create positive and productive performance evaluations. The simple steps outlined in Formula 2 + 2 result in a more engaged and productive workforce and a more effective manager.

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